TELEVISION Forecast

FEBRUARY 19, 1949

RUSH HUGHES and RUTH CROWLEY

WBKB WENR-TV WGN-TV WNBQ

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

WEDNESDAY, 7:00 P.M.
"Arthur Godfrey and His Friends"
from CBS-TV

FRIDAY, 1:30 P.M.
"Individually Yours"
with Celeste Caryle

FRIDAY, 7:00 P.M.
"Admiral Broadway Revue"
from DuMont Network

WGN•TV CHANNEL 9

TED MACK

Man With 500,000 Friends

If anyone in the world ever had full opportunity to gratify a childhood ambition, that person is Ted Mack, spokesman-entrepreneur for the famous Original Amateur Hour. Fans can see him Sunday, Feb. 20 on WGN-TV, channel 9.

Beside having worked with and been tutored by many of the great names of recent theatrical history, Ted's own career of discovering new star-material, covers every branch of theater arts. A lengthy list of present day stars owe their status to his helpfulness, advice, or discovery.

For over two decades, Mack has been a performing headliner in his own right.

Through the eyes and ears and judgment of Mack, some 500,000 hopefuls in search of theatrical fame and fortune have been auditioned or screened in 15 years. Of these, perhaps 10,000 were found sufficiently worthy of further encouragement. These have either appeared on the Original Amateur Hour on radio, or were gainfully employed while touring theaters with travelling "in person" stage-unit shows, during the past 15 years. Of the 10,000 who had opportunity to be seen or heard, perhaps 500 are now permanently in some department of show business. Hundreds are stars appearing in grand opera, concert, motion pictures, radio, television, vaudeville, or night clubs. Not a few became "owners," or producers, executives or technicians.

Ted Mack was a saxophone tooting law student at Denver university in 1930. He had been leading his high school band and university orchestra to provide tuition and upkeep while he struggled towards a law degree and a doctorate in musical and dramatic arts. In these early Ted Mack orchestras were two players, Glenn Miller and Matty Malneck. A third, Harry Barris, became a famous song writer and member of Paul Whiteman's original Rhythm Boys, whose other members were piano-playing Al Rinker, and a singer named Bing Crosby.

During the period immediately following Ted Mack's graduation from college, he appeared with his own orchestra in cities from coast to coast—in dance halls, cafes, and theaters. In these early years, Paul Whiteman was among the first to help mold Mack's career.

In Los Angeles, Ted met Bing Crosby and went to Whiteman with the suggestion that a "rhythm" trio be formed. Harry Barris, one of Mack's bandsmen, became a member of the trio.

Mack joined Ben Pollock's then sensational orchestra, which included in its personnel, clarinetist Benny Goodman, Glenn Miller (from Ted's old Denver high orchestra), trombone comedian of the screen, Frank Jenks, and Wayne Allen, composer-arranger for MGM musical productions. Bix Beiderbecke, Red Nichols, and Jack Teagarden were among others under Pollock's baton, and from each Ted gained varied knowledge and experience that was to stand him in good stead later on.

When, sometime later, he married his childhood sweetheart, a pretty young

(Continued on page 13)

TELEVISION Forecast

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Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Program Editor, Patricia E. Moran
Advertising Sales Manager, Lester Vihon
Promotional Manager, Roy V. Whiting
Business Manager, Norbert F. Dompke
Production Manager, John E. Groenings

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Television Forecast for

Saturday

February 19, 1949

WNBQ Channel 5

Note: WNBQ will not televise this date, but will return to the air on Sunday, February 20, 1949.

WGN-TV Channel 9

2:00—TELEVISION MATINEE. "Spy in Black" with Conrad Veidt and Valerie Hobson.
4:00—Test Pattern.
5:30—LUCKY PUP REVIEW. CBS-TV N.Y.
6:00—FILM.
6:30—IN THE FIRST PERSON with Quincy Howe. CBS-TV N.Y.
6:45—SERIAL FILM. "Law of the Wild."
7:00—FEATURE FILM. "Children of the Wild."

WBKB Channel 4

11:00—MULTISCOPE NEWS.
7:15—Test Pattern.
7:55—SUN TIMES NEWS ROUND-UP with Ulmer Turner.
8:00—WESTERN FILM. "Rolling Westward" with Tex Ritter.
9:00—FILM SHORTS.
9:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS VIEWS fr. N.Y.
6:15—THE WREN'S NEST fr. N.Y.
6:30—WESTERN FILM.
7:30—QUIZZING THE NEWS.
8:00—STUMP THE AUTHORS.
8:30—STAND BY FOR CRIME. Television viewers are guest detectives.
9:00—INDOOR POLO.

(Subject to Change)

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WINCHELL'S BAD BOY, Jerry Mahoney seems to be well behaved in this picture, but don't let him fool you. Not only is he a problem to Paul Winchell, NBC star, but to Dunninger, foremost mentalist. See them all Thursday, Feb. 24 on WNBQ, channel 5.

WBKB To Telecast Religious Event

Tuesday, Feb. 22, at 8:30 p.m., WBKB will telecast a special religious program in celebration of the 100th anniversary of the founding of the first Disciple Church in Chicago. Sponsored by the Chicago Disciples Union, the show replaces the annual dinner held for the members of the union. This year each member church will hold its own dinner meeting and be joined by the special telecast.

To be seen on the program are Rev. R. E. Davison, Pastor of the Austin Boulevard church in Oak Park, and the choir of the Austin Boulevard church. The choir will provide "off-stage" music and several formal anthems. The address to be given by Rev. Davison will be illustrated by slides.

Trip to Hollywood, Prizes for Queen

Televiewers will choose a Queen in the exciting new contest announced this week by WGN-TV, channel 9. Thursday night, Feb. 24, during the 15 minute intermission in the Tavern Pale sponsored wrestling show, details of this contest will be announced.

Each week, a "Miss Tavern Pale of the Week" will be selected, crowned and presented with numerous gifts. At the end of the contest, sometime in summer, a "Miss Tavern Pale for 1949" will be named. Here is what she will be awarded: a trip to Hollywood, a television set, a diamond wrist watch, cocktail table, living room chair, hand-colored portrait, $500 Platina fox jacket, matched luggage, modeling course, and a Hollywood bed, with spring and mattress.

Members of the television audience are asked to submit names of candidates for Queen. Judges will be the entire tele-audience, the weekly winners being selected by mail votes.

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A simplified routine for soothing and smoothing your skin.

CHAS. A. STEVENS & CO.,
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Television Forecast for

Sunday

February 20, 1949

WGN-TV Channel 9

5:00—CHICAGO TRIBUNE COMICS read by Walt Newton.
5:30—REEL ADVENTURES with Holland Engel as emcee.
6:00—ORIGINAL AMATEUR HOUR with Ted Mack as emcee. DuMont, N.Y.
7:00—CHICAGOLAND NEWSREEL REVIEW.
7:30—TRAVEL FILM.
8:00—TOAST OF THE TOWN with Ed Sullivan and Ray Block's orchestra and guests: composers, W. C. Handy, Billy McKenna, Harry Armstrong, and actress, Louise Rainer.
9:00—STARS OF TOMORROW.
9:30—CHICAGOLAND MYSTERY THEATER.

WBKB Channel 4

11:00—MULTISCOPE NEWS.
6:15—Test Pattern.
6:30—MOVIE MONEY with Russ Davis.
7:00—SELECTED SHORTS.
7:30—MIDWEST VIEW POINT with Ulmer Turner.
7:45—TELENEWS.
8:00—FILM SHORTS.
8:15—NOW I'LL TELL ONE. Pre-game cartoon show.
8:25—HOCKEY. Blackhawks vs Toronto Maple Leafs from Chicago Stadium.
10:45—HEADLINE NEWS.

WENR-TV Channel 7

4:00—SUPER CIRCUS with Claude Kirchner as ring master.
5:00—CARTOON TELETALES. Fairy tales by chalk and talk.
5:30—IREENE WICKER as the "Singing Lady."
6:00—FILM.
6:45—SING-CO-PATION with Dolores Marshall.
7:00—HOLLYWOOD SCREEN TEST.
7:30—ACTORS STUDIO presents "Tell Tale Heart."
8:00—ABC TELEVISION PLAYERS "The Pachy Pomp."
8:30—MUSIC IN VELVET with Don Lindley's orchestra.

WNBQ Channel 5

5:00—HOP-A-LONG CASSIDY, film.
6:05—AMERICAN SONGS film featuring Paul Arnold
6:25—PARIS FASHION CAVALCADE, film with Faye Emerson as commentator.
6:40—YOUNG BROADWAY, film.
7:00—AUTHOR MEETS THE CRITICS.
7:30—MEET THE PRESS.
8:00—PHILCO TELEVISION PLAYHOUSE. Dramatic Presentation.
9:00—REVIEW OF THE NEWS.
9:10—MUSICAL MINIATURES.
9:30—WHO SAID THAT? with John Cameron Swayze as newscaster and Robert Troute as emcee.

(Subject to Change)

"CAMEL NEWS CARAVAN"

Mon. thru Fri. 6:45-7:00 P.M.

A New, Live Round-up of Late News

★

"CHEVROLET ON BROADWAY"

7:30-8:00 P.M.

Dramatizations of Well-Known Stories

★

"COLGATE THEATER"

8:00-8:30 P.M.

"Tough Kid"—A Stirring Drama

★

"FIRESTONE AMERICANA"

8:30-9:00 P.M.

A Quiz on American Lore

WNBQ

CHICAGO

CHANNEL 5

Television Forecast for

Monday

February 21, 1949

WBKB Channel 4

11:00-2:00—MULTISCOPE NEWS.
5:15—Test Pattern.
5:24—TICKER TAPE NEWS
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—PIANO PALS with Georgia Kay and Gloria Yates.
6:45—CURBSTONE CUT-UP with Ernie Simon.
7:00—MULTISCOPE NEWS.
7:05—SUN-TIMES COMICS.
7:20—FILM VARIETIES.
8:00—TELEVIEWS with John Dunham.
8:10—FILM MUSICAL.
8:30—WRESTLING from Midway Arena with Russ Davis announcing.
10:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—EARL WRIGHTSON, songs fr. N.Y.
6:30—FILM SERIAL, "Light'ning Warrior."
6:45—UNCLE MISTLETOE.
7:00—FILM.
7:30—ABC BARN DANCE.
8:00—IDENTIFY. Sports program with Bob Elson.
8:15—SKIP FARRELL SHOW.
8:30—FILM FEATURE.
9:00—PAUL HARVEY, news.

WNBQ Channel 5

4:00—THESE ARE MY CHILDREN.
4:15—BUT NOT FORGOTTEN with Herbie Mintz.
4:30—HOWDY DOODY SHOW from N.Y.
5:40—THE WEATHERMAN.
6:45—CAMEL NEWS CARAVAN.
7:00—GREAT BOOKS SHOW.
7:30—CHEVROLET ON BROADWAY.
8:00—COLGATE THEATER.
8:30—AMERICANA.
9:00—CLIFTON UTLEY and the news.
9:15—BOXING BOUTS.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern.
5:00—SMALL FRY CLUB DuMont, N.Y.
5:30—LUCKY PUP, CBS-TV N.Y.
5:45—Test Pattern.
6:30—DOUGLAS EDWARDS news. CBS-TV N.Y.
6:45—CHICAGOLAND NEWSREEL.
7:00—THE GOLDBERGS CBS-TV N.Y.
7:30—SPELL WITH ISBELL.
8:00—MOREY AMSTERDAM SHOW. CBS-TV N.Y.
8:30—GOLDEN GLOVES from Chicago Stadium with Jack Brickhouse describing.

(Subject to Change)

ON THE COVER

Watch WGN-TV, channel 9, for a new show, "Women's Magazine of the Air," an afternoon program to star co-editors Ruth Crowley and Rush Hughes. Opening date, Monday Feb. 28 at 4 o'clock. Next week's issue of *Television Forecast* will tell you more about Miss Crowley and Rush. **(Dickinson Photo)**

"Individually Yours" Now Afternoon Feature

Celeste Carlyle's "Individually Yours," special show for women, will now be seen afternoons on WGN-TV, channel 9, it was announced this week. Starting Feb. 25, it will be seen from 1:30 to 2 p.m. each Friday.

Miss Carlyle, beauty authority and clothes and hair stylist, graphically illustrates her advice with a sketchboard, using the chalk-talk method of presentation. The program is sponsored by the Blair Corset company of Chicago.

Herbie Mintz Begins Afternoon Show

Pianologuist Herbie Mintz, radio veteran of Chicago, is now on television in a show designed especially for afternoon audiences. Herbie can be seen on WNBQ, channel 5, from 4:15 to 4:30 p.m. beginning Monday, Feb. 21.

Mintz is radio's Man-Who-Came-to-Dinner. In 1923 during a visit to a local studio, he was asked to play a few request numbers. That night he received an offer to stay on, and it wasn't long before Mr. Mintz was the station's program manager.

Famed for his "musical memories" show, Herbie has a large following of fans who will be able, for the first time, to see him on video.

WBKB Movies Listed

Saturday is Tex Ritter night for western film fans. Feb. 19 Tex will be seen on WBKB, channel 4, in "Rolling Westward," Sunday will feature Charlie Chaplin in "Movie Money" with Russ Davis providing off the cuff comments.

Television Forecast for

Tuesday

February 22, 1949

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—FILM SHORTS.
6:30—FILM. Serial "Light'ning Warrior."
6:45—UNCLE MISTLETOE.
7:00—FILM FEATURE.
8:30—To be announced.
9:00—BOXING BOUTS.

WNBQ Channel 5

4:00—THESE ARE MY CHILDREN.
4:15—BUT NOT FORGOTTEN
with Herbie Mintz.
4:30—HOWDY DOODY SHOW with
Bob Smith, from N.Y.
6:40—THE WEATHERMAN.
6:45—CAMEL NEWS CARAVAN.
7:00—TEXACO STAR THEATER, starring Milton Berle, from N.Y.
8:00—QUIZ KIDS with Joe Kelly
as chief quizzer.
8:30—"THREE MUSKETEERS" film.
9:00—CLIFTON UTLEY and the news.
9:15—NBC NEWSREEL.
9:25—FILM "Hour of Fear."

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern.
5:00—SMALL FRY CLUB, DuMont, N.Y.
5:30—LUCKY PUP. CBS-TV N.Y.
5:45—Test Pattern.
6:30—DOUGLAS EDWARDS, news.
CBS-TV N.Y.
6:45—CHICAGOLAND NEWSREEL
7:00—CROSS QUESTION.
8:00—SCHOOL HOUSE with Kenny
Delmar as emcee. DuMont, N.Y.
8:30—GOLDEN GLOVES with
Jack Brickhouse describing.

WBKB Channel 4

11:00-2:00—MULTISCOPE NEWS.
5:15—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with
Manny Opper and Adele Scott
6:00—KUKLA, FRAN and OLLIE.
6:30—JOE WILSON'S
"HOT STOVE LEAGUE."
6:45—YOUR CURBSTONE CUT-UP
with Ernie Simon.
7:00—MULTISCOPE NEWS.
7:05—SUN TIMES COMICS.
7:20—ROVING CAMERAS.
7:30—SHORT SUBJECTS.
8:00—TELENEWS with John Dunham.
8:15—MIDGET BOXING
with Jim Ameche.
8:30—CHURCH PROGRAM.
9:30—HEADLINE NEWS.

(Subject to Change)

Fight Fans: Golden Gloves Bouts Begin This Week on Channel 9

Highlights of the Golden Gloves boxing contests, the 22nd tournament under the auspices of the Chicago Tribune Charities, will be televised exclusively by WGN-TV and fed to the midwest and eastern CBS-TV network, it was announced this week by Jack Brickhouse, sports service manager for WGN, and Arch Ward, sports editor of the Chicago Tribune.

WARD

The telecasts will include the Feb. 21, 22 and 23 Tournament of Champions bouts, the Chicago Finals March 4, and the International Golden Gloves May 18. All telecasts will be described by Jack Brickhouse and will originate in the Chicago stadium, starting at 8:30 p.m.

Forty teams of champion amateur boxers will be eligible for the February Tournament of Champion bouts, one of the largest entry lists in Golden Gloves history. The territory from which these teams are recruited ranges from California to Cleveland and Toledo, and from Minnesota to Texas and Tennessee.

Hasel Seeks Sports Oddities for Video

If it seems unbelievable, look closer and you'll probably see Joe Hasel, video's expert at digging up the unusual in the sports world. Hasel, who will be seen Friday Feb. 25 on WENR-TV, goes to any extreme to discover a sports personality for his show.

Families who stand on their heads, and strong men who bite off chunks of metal are examples of Joe's eagerness to please. Now, according to our New York reporter, Joe is working on interviewing deep sea divers. His only problem: how to get a TV camera underwater.

SID CAESAR, double-talker deluxe, is the star of "Broadway Revue," telecast over the combined East-West network of NBC and DuMont. Chicagoans can see the show at 8 p.m. Friday, Feb. 25, on WNBQ, channel 5 and WGN-TV, channel 9.

Sullivan Invites Trio of Oldtime Tunesmiths

Three famous song writers, W. C. Handy, Billy McKenna and Harry Armstrong, will team up for a nostalgic vignette of a bygone Tin Pan Alley on Ed Sullivan's "Toast of the Town," Sunday, Feb. 20, 8 to 9 p.m. on WGN-TV via teletranscription from CBS-TV. Louise Rainer, retired screen star, returns for a second appearance on Sullivan's show the same evening.

Handy, composer of "St. Louis Blues"; McKenna, known for his "Has Anybody Here Seen Kelly?" and Armstrong, famed for his "Adeline," will sing other well-known ditties from their pens, throwing in a few steps of the Cakewalk, strut and other oldtime dances.

You'll Like Alma Platts as Mother Henehan in WNBQ's Daytime Serial

By PATRICIA COOPER

A Chicago housewife who is equally at ease cooking and dressmaking as she is on the golf link is Alma Platts who stars as Mother Henehan in the television serial "These Are My Children," on WNBQ.

If you haven't already seen Alma, dial channel 5 Monday, Feb. 21, at 4 p.m. Because she leads such an interesting life off-stage, we knew you'd enjoy meeting this new NBC star. Wife of Dr. Lewis A. Platts, Chicago dentist, Alma is well known to golfers, having held the women's golf championship at the Elmhurst Country Club for four years.

All her life, Alma had wanted to be an actress, but circumstances prevented her going into theatrical work. While attending the University of Chicago she studied dramatics and participated in little theater work on the campus, in addition to acting as translator—German into English—by which she earned her schooling expenses.

In 1942 Alma Platts, then a woman of 50, visited a local radio station. The odds were against her. Ordinarily directors are given into fits of frenzy by applicants auditioning for dramatic parts, so strenuous is the job of sifting talent. Mrs. Platts was an exception. Not only did she have a successful audition, but soon began a career in radio.

During the past years, Alma has become prominent in radio, gradually increasing her activities. This year finds her in the leading role of a video serial, the industry's attempt to project soap-operas on the screen.

We think you'll like her, and in her find many of the characteristics of Mother Henehans you have known in your life.

Mother Henehan, played by Alma Platts, gets some good news to pass on to her children, Pat (Jane Brooksmith), John (George Kluge) and Katherine Carter (Eloise Kummer), daughter of an old friend.

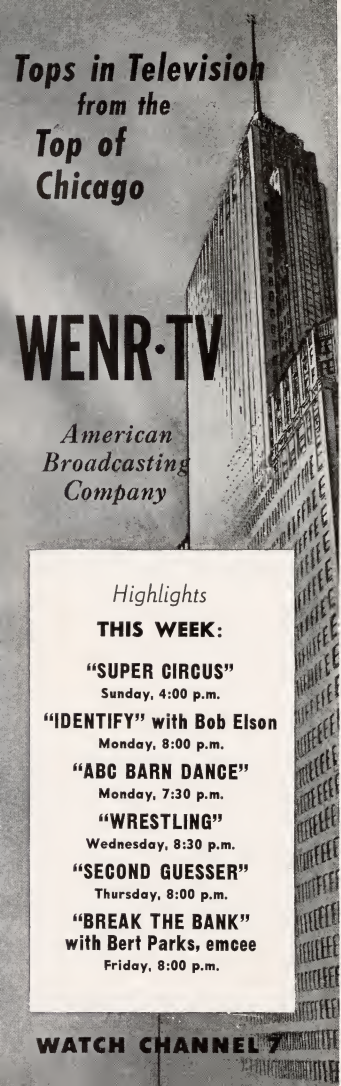
New Delivery Date Acclaimed by Readers

Earlier delivery of *Television Forecast*, initiated last week, has already received acclaim of readers. This magazine is now mailed so as to reach subscribers by Saturday morning or earlier.

Milady to View TV Fashions on WBKB

Fashion-wise women televiewers will soon be able to shop via video when "Telefashions," a weekly half-hour show, begins a series of Sunday evening programs March 6 on WBKB, it was announced this week. Lovely models will display wearing apparel and accessories now available in Chicago stores, the garments to be described by a fashion commentator.

"Telefashions" will be unique in that no commercials will be aired, instead, all shopping information will be published in *Telefashions Shopping Guide*, to be mailed each week free of charge to each TV set owner in Chicagoland. Handy mail order blanks will appear in the Guide, together with the address of each store displaying merchandise on the telecast.



Television Forecast for

Wednesday

February 23, 1949

WNBQ Channel 5

4:00—THESE ARE MY CHILDREN.
4:15—BUT NOT FORGOTTEN with Herbie Mintz.
4:30—HOWDY DOODY SHOW from N.Y.
6:40—THE WEATHERMAN.
6:45—CAMEL NEWS CARAVAN.
7:00—GIRL ABOUT TOWN with Kyle MacDonnell and Earl Wrightson. from N.Y.
7:30—WALT'S WORKSHOP.
8:00—KRAFT TELEVISION THEATER.
9:00—CLIFTON UTLEY and the news.
9:15—GRAND MARQUEE film.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern.
5:00—SMALL FRY CLUB, DuMont, N.Y.
5:30—LUCKY PUP. CBS-TV N. Y.
5:45—Test Pattern.
6:30—DOUGLAS EDWARDS, news. CBS-TV N.Y.
6:45—CHICAGOLAND NEWSREEL.
7:00—ARTHUR GODFREY AND HIS FRIENDS. CBS-TV N.Y.
8:00—PERSONALITY PROFILES.
8:15—PLAN-A-ROOM.
8:30—GOLDEN GLOVES with Jack Brickhouse describing.

WBKB Channel 4

11:00-2:00—MULTISCOPE NEWS.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott
6:00—KUKLA, FRAN and OLLIE.
6:30—PIANO PALS with Georgia Kay and Gloria Yates.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—MULTISCOPE NEWS.
7:05—SUN-TIMES COMICS.
7:20—FILM SHORTS.
8:00—TELENEWS with John Dunham.
8:15—SUN-TIMES NEWS ROUND-UP with Ulmer Turner
8:30—"Danger Valley" with Jack Randall (Feature Film).
9:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—CHILD'S WORLD from N.Y.
6:30—FILM. Serial "Lightning Warrior."
6:45—UNCLE MISTLETOE.
7:00—SET 'EM UP. Bowling show.
7:30—FLICKER FAVORITES. Old time movies.
8:30—WRESTLING.

(Subject to Change)

VIRGINIA SALE, WENR-TV star, can be seen Thursday, Feb. 24 in channel 7's video serial, "The Wren's Nest." Chris and Cinny, 12 year old Wren twins, usually steal the show with their videoantics.

BETTER PICTURES

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Television Sales and Service

Television Forecast for

Thursday

February 24, 1949

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
3:30—ILL. STATE MEDICAL SOC.
4:00—Test Pattern.
5:00—SMALL FRY CLUB. DuMont N.Y.
5:30—LUCKY PUP. CBS-TV N.Y.
5:45—Test Pattern.
6:30—DOUGLAS EDWARDS news. CBS-TV N.Y.
6:45—CHICAGOLAND NEWSREEL.
7:00—WESTERN FEATURE FILM.
8:00—WINDOW ON THE WORLD.
8:30—WRESTLING from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00-2:00—MULTISCOPE NEWS.
5:15—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—JOE WILSON'S "HOT STOVE LEAGUE."
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—MULTISCOPE NEWS.
7:05—SUN-TIMES COMICS.
7:20—ROVING CAMERAS.
7:30—FILM MUSICAL.
8:00—TELENEWS with John Dunham.
8:15—NOW I'LL TELL ONE.
8:25—HOCKEY—Blackhawks vs. Montreal Canadians.
10:45—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST.
6:30—FILM Serial "Light'ning Warrior."
6:45—UNCLE MISTLETOE and guests from Candy Cane Lane.
7:00—AMERICAN MINSTRELS of 1949 from N.Y.
8:00—SECOND GUESSER. Quiz program.
8:15—CARTOON CONTRASTS.
8:30—FILM SHORTS.
9:00—ON TRIAL. Discussion of topics of the day.
9:30—CLUB SEVEN with Johnny Thompson as emcee, from N.Y.

WNBQ Channel 5

4:00—THESE ARE MY CHILDREN.
4:15—BUT NOT FORGOTTEN with Herbie Mintz.
4:30—HOWDY DOODY SHOW from N.Y.
5:40—THE WEATHERMAN.
6:45—CAMEL NEWS CARAVAN.
7:00—PHIL SILVERS SHOW from N.Y.
7:30—THE SWIFT SHOW starring Lanny Ross, from N.Y.
8:00—TAKE A DARE.
8:20—NEWSREEL.
8:30—FLOOR SHOW.
9:00—CLIFTON UTLEY and the news.

(Subject to Change)

Who Hung the Overalls on Mrs. Murphy's Antenna?

by ERNIE SIMON

Television is to radio what the atom bomb is to the slingshot!

As this new and exciting medium comes of age and begins to pose a challenge to our way of life, it becomes apparent that we in radio must realign our thought processes, our techniques, and in some cases our very physiognomy.

Translating that into my language, let us put it this way; many a radio star has been caught by the TV camera, up that proverbial creek without a paddle or even a pair of waterwings. They are just "TV"—too vulnerable to the hot glaring studio lights, and to the critical eye of *John V. (for "Video") Public.*

Just think of what some of my confreres of the kilocycle clique will have to contend with to become telegenic.

Will *Bing Crosby* ever again dare remove his hat during a program? By the same token, *Toscanini* will have to take haircuts now. To watch *Edgar Bergen,* you will find it necessary to wear sunglasses, to avoid contracting scalpblindness (similiar to snow-blindness).

Brother those studio lights are MURDER! They glare with such intensity, that my sponsors have found it necessary to include in my contract a clause supplying me with sun-tan lotion.

Fred Allen will have to have his eyes lifted, while *Phil Harris* will merely have to have his whitened. And on the *Jack Benny* program when *Ronald Colman* decides he would rather break his leg than keep a dinner date at *Jack's* house, he will really have to break his leg. For this, he will probably get an extra fee, and were the characterizations reversed, I am certain that *Benny* would gladly break a leg for a few extra bucks.

Jolson is through. If the public sees him in that wheelchair, they'll worry about *Larry Parks.*

Then, there are many comedians who have been fooling their listeners with passionate love scenes on the air. Think of how those gorgeous gals will rebel when they actually have to *kiss* some of those old men for the benefit of the listening and *viewing* public.

The way *Winchell* spouts a newscast, you will have to sit at your set with a towel. And you will find that *Garroway's* neon teeth and translucent earlobes are far from telegenic.

I am not particularly worried, of course. Being dashedly handsome, I am convinced that I have nothing to fear from the prying eyes of the TV camera. Of course, I wouldn't recommend letting your kiddies watch me on the screen if they are afraid of dragons and monsters. Psychiatry has yet to discover an antidote for me.

Of course, there are the obvious changes that are coming with television. Schools for bartenders now require a full semester of TV repair and electronics toward graduation.

Enterprising housewives have installed turnstiles at their living room doors. But when more families get their own sets and competition becomes keener, turnstiles will probably be replaced by door prizes and free lunch.

So the public has us TV-folk on our best behavior. We are trapped by millions of eyes, and our conduct must be exemplary.

However, I have enormous faith in American inventive genius, and I know that some day we will have two-way television. While you view us, we will be staring right back at you. Then *everybody* will have to be on his best behavior, which means that we will no longer need a police force.

Even war may become obsolete.

As they say at the advertising agencies, "This television is becoming a monster." But then, that's what they say about me at WBKB.

Ted Mack's Life Story . . . *Continued from page 3*

school teacher, Ted organized his own orchestra. In a Los Angeles vaudeville theater, he was called upon to introduce each act, and it was thus he got experience that was to make him one of America's best liked masters-of-ceremonies.

When MGM offered Ted a job as musical supervisor for such films as "The Great Ziegfeld" and "Beat the Band," the late Major Bowes, affiliated with MGM, saw those films and induced Ted to go to New York, where he became actively engaged as the Major's first assistant in the talent selection, production and direction of the famous Major Bowes' "Original Amateur Hour."

Major Bowes insisted on Ted becoming his "understudy." Ted routined the radio acts and programs, as well as the stage-unit shows, of which, at one period, 14 were appearing in halls and theaters, from Broadway to California, and in remote desert and mountain villages. These units were often employed as fund-raising attractions, and are credited with having produced millions for charitable, patriotic and other purposes. Often they were the first and only "flesh and blood" shows the populace had ever seen. During the war, these Unit shows were among the first to entertain the troops and help establish the U.S.O. Camp Shows.

The travelling stage-unit shows continued under Mack's guidance with the "know how" help of Bowes' big staff of experts, after Bowes' death. When television reached its postwar development, the Original Amateur Hour with Ted Mack was first to be seen in the new medium in New York, and now in Chicago via network facilities.

O'Rourke to Face Quiz

Joe Wilson will have as his guest on "Hot Stove League" Tuesday, Feb. 22, "Cowboy" O'Rourke, famed midget auto driver. The Cowboy has been seen on WBKB during the telecasts of Midget Racing.

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Television Forecast for

Friday

February 25, 1949

WBKB Channel 4

11:00-2:00—MULTISCOPE NEWS.
5:15—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—SUN-TIMES COMICS.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—KIDDIE PARADE.
7:30—SELECTED SHORTS.
8:00—TELENEWS with John Dunham.
8:10—FILM SHORTS.
8:30—UNDER 21.
9:00—"BOY OF THE STREETS" with Jackie Cooper (Feature Film).
10:00—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST from N.Y.
6:30—FILM Serial "Light'ning Warrior."
6:45—UNCLE MISTLETOE.
7:00—VAUDEO VARIETIES with Eddie Hubbard as emcee.
8:00—BREAK THE BANK with Bert Parks as emcee, from N.Y.
8:30—JOE HASSEL sports
8:45—ALICE PEARCE, songs.
9:00—PAUL HARVEY and the news.

WNBQ Channel 5

4:00—THESE ARE MY CHILDREN.
4:15—BUT NOP FORGOTTEN with Herbie Mintz.
4:30—HOWDY DOODY SHOW with Bob Smith from N.Y.
6:40—THE WEATHERMAN.
6:45—CAMEL NEWS CARAVAN.
7:00—ADMIRAL BROADWAY REVUE.
8:00—RFD AMERICA, a quiz show with Bob Murphy as emcee.
8:30—YOUR SHOW TIME. Famous short stories on film.
9:00—BOXING BOUTS from N.Y.
10:00—CHESTERFIELD SUPPER CLUB.

WGN-TV Channel 9

1:30—INDIVIDUALLY YOURS.
2:00—TELEVISION MATINEE.
4:00—Test Pattern.
5:00—SMALL FRY CLUB. DuMont N.Y.
5:30—LUCKY PUP. CBS-TV—N.Y.
5:45—Test Pattern.
6:30—DOUGLAS EDWARDS—news. CBS-TV—N.Y.
6:45—CHICAGOLAND NEWSREEL.
7:00—ADMIRAL BROADWAY REVUE. DuMont N.Y.
8:00—MAN ABOUT TOWN with Nate Gross.
8:30—FILM.
8:45—SPORTSMEN'S CORNER.
9:00—BOXING from Madison AC.
10:30—CHICAGOLAND NEWSREEL.

(Subject to Change)

T. V. Service Directory

FOR FAST EXPERT SERVICE

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Chicago Engineers for Television
2638 West Devon Avenue
HOllycourt 5-7524

NORTHWEST
Vahey Television Service
5837 N. Milwaukee Avenue
PAlisade 5-3400

CENTRAL
Television Engineers, Inc.
1539 W. Harrison St.
TAylor 9-4200

WEST
Expert Radio & Television Service
3255 West Adams
SAcramento 2-7818

SOUTHEAST
Chelten Television Co.
2903 East 79th St.
ESsex 5-3450

SOUTHWEST
Kent Engineering Co.
6250 S. Spaulding
WAlbrook 5-7212

SUBURBS

WHITING, IND.
Radio Center
1542 119th St. — Whiting 307

EVANSTON, ILL.
Beckers
801 Dempster St. — UNiversity 4-1640

GARY, IND. and Vicinity
Streight Television Repair
118 W. 5th — Gary 6864

Edwards on CBS Newscast

Douglas Edwards, CBS newscaster, is now appearing on WGN-TV, channel 9, it was announced this week. Edwards, originally of CBS radio, heads a fifteen-minute program titled "Television News," seen Monday through Friday, providing televiewers with national and international events. Effective Thursday, Feb. 24, "CBS Television News" will be sponsored twice weekly by Oldsmobile.

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Monday thru Friday, 6:45 p.m.

Watch the Antics of Ernie Simon

Kiddie Parade

Friday, 7:00 p.m.

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WBKB

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